Summer Institute in Social Media: Introduction to Social Media Tools and Community Engagement

Embrace social media to create community engagement and social interaction. This one-week program immerses you in the world of social media and teaches you the social media platforms and tools that help you engage your customers and fans, and create a sense of community. Gain an introduction to social media, social media tools, and a new perspective on the way we react, behave, and interact with online communities.

This program focuses on:

how we define social media, conversation and community

social media resources such as blogs, RSS feeds, podcasts, wikis

blogging/microblogging, blog posts, and creating a microblog

rich media sharing

social networking

Twitter

developing and managing a social media ecosystem

trends, best practices and the dos and don'ts of social media.

Learn the impact of social media in today's world through seminars, discussion forums and hands-on practice in a computer lab.

Standard Fee: $1,095

Earlybird Discount: Save $145 for registrations received by Jun 14, 2013

Please ensure you read and understand our Summer Institute Refund and Cancellation Policies.

Available Sessions

View course offering below and select the applicable fee. Then add it to your shopping cart.

Jul 15-Jul 19 5 sessions 10am-4pm UBC Robson Square